

# Sales Order

Station: **WTMO-TV** Agency: **THE FACTOR INC**  
 Contract Name: **MARCO RUBIO CANDIDATE** Address: **501 Brickell Key Drive**  
 Contract#: **475002772** City: **Miami** State: **FL** Zip: **33131**  
 Start Date: **9/12/16** End Date: **9/18/16** Buyer:  
 Revenue Type: **POLITICAL SALES** Tax Schedule: **(None)**  
**NATIONAL** Type: **Cash** Agency Commission %: **15**  
 Advertiser: **MARCO RUBIO** Billing Cycle: **Standard**  
 Address: Salesperson: **5206nnat** Comm %: **15**  
 City: State: Zip: Makegood Policy: **Within Contract Dates**  
 Product Name: **Q4'16 CANDIDATE**  
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	9/12/16	9/16/16		7:00 AM	10:00 AM	30		1						1	D	100.00	1	100.00	1	
2	9/12/16	9/16/16		6:00 PM	6:30 PM	30	1							1	D	525.00	1	525.00	1	
3	9/12/16	9/16/16		6:30 PM	7:00 PM	30		1	1					2	D	525.00	2	1,050.00	1	
4	9/12/16	9/16/16		11:00 PM	11:30 PM	30					1			1	D	400.00	1	400.00	1	
5	9/12/16	9/16/16		11:30 PM	12:00 AM	30				1				1	D	400.00	1	400.00	1	
6	9/17/16	9/17/16		5:00 PM	5:30 PM	30						2		2	D	145.00	2	290.00	1	
7	9/17/16	9/17/16		5:30 PM	6:00 PM	30						2		2	D	125.00	2	250.00	1	
8	9/18/16	9/18/16		1:30 PM	2:00 PM	30							1	1	D	100.00	1	100.00	1	
9	9/18/16	9/18/16		5:00 PM	5:30 PM	30							1	1	D	145.00	1	145.00	1	
10	9/18/16	9/18/16		5:30 PM	6:00 PM	30							1	1	D	125.00	1	125.00	1	

## Billing Projections: By Month

Sep 16  
 CA 3,385.00  
 ST 3,385.00

☒ Print Spot Prices

TOTAL SPOTS 13  
 GROSS TOTAL \$ 3,385.00  
 ADJUSTED SPOTS 13  
 ADJUSTED TOTAL \$ 3,385.00

APPROVE DECLINE



General Manager



Sales Manager



National Sales Manager



Local Sales Manager

## ORDER WORKSHEET

Rep Order# 466384 V# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/08/16 12:58 PM  
Last Received: 09/08/16 12:16 PM  
Showing Buylines: All Lines

1 of 2

Station WTMO-TV ORLANDO  
Advertiser (MARU) MARCO RUBIO/SEN FLA  
Product Q4'16/CANDIDATE  
Estimate#  
Buyer MIRTA DE ARMAS

Agency (TFI) THE FACTOR INC  
501 BRICKELL KEY DRIVE  
MIAMI, FL 33131  
Agency C/P1/P2/E  
Flight Dates 09/12/16-09/18/16

Rep Firm NBCUNIVERSAL  
Sales Office (MI) MIAMI NATIONAL SALES  
Salesperson (BLU) BRENDA LUCIANO  
Sales Assistant BRENDA  
Salesperson Phone# 954-622-7582  
Salesperson Fax# 954-622-7940

## --- CONTRACT COMMENT ---

\*\*\*\*\*POLITICAL\*\*\*\*\*

## --- REMARKS ---

NEW POLITICAL ORDER TO START W/O 9/12 PLS CF. THANKS, BP

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$100.00	09/12-09/16	1	1	\$100.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
2	M-F	6P-630P	TELENOTICIAS	30	-	-	\$525.00	09/12-09/16	1	1	\$525.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
3	M-F	630P-7P	NOTICIERO	30	-	-	\$525.00	09/12-09/16	2	2	\$1,050.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
4	M-F	11P-1130P	TELENOTICIAS	30	-	-	\$400.00	09/12-09/16	1	1	\$400.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
5	M-F	1130P-12A	TELENOTICIAS	30	-	-	\$400.00	09/12-09/16	1	1	\$400.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
6	Sa	5P-530P	NOTICIERO	30	-	-	\$145.00	09/17-09/17	2	2	\$290.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
7	Sa	530P-6P	HOLACUIDAD TEVE	30	-	-	\$125.00	09/17-09/17	2	2	\$250.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								
8	Su	130P-2P	ENFOQUE	30	-	-	\$100.00	09/18-09/18	1	1	\$100.00
			Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****								

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Sales Assistant BRENDA  
Salesperson Phone# 954-622-7582  
Salesperson Fax# 954-622-7940

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
9	Su	5P-530P	NOTICIERO	30	-	-	\$145.00	09/18-09/18	9 1	1	\$145.00
		Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****									
10	Su	530P-6P	TELENOTICIAS XTRA	30	-	-	\$125.00	09/18-09/18	10 1	1	\$125.00
		Buy Comment: ****CANDIDATE POLITICAL LUR. 50-90% NON-PREEMPTABLE****									

## ---REPORT TOTALS---

Report Totals: 13 / \$3,385.00

## ---SALES MONTHLY TOTALS---

Sep2016: 13 / \$3,385.00  
Order Totals: 13 / \$3,385.00 Total GRPs: 0.0

## ---COMPETITIVE---

Market Totals \$6,770.00 OTH 50.00% WTMO 50.00% WVEN .00%

Books [SEP16]  
Demos RA18+P

## ---CREDIT RISK---

CASH IN ADVANCE

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Marco Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/7/2016  
Date

R M Enabrown  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, MARCO RUBIO for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

*Anna M. Carbone*

signature of candidate or authorized committee

on behalf of  
candidate

ANNA M. CARBONE  
printed name

9/6/2016  
date



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

**Date:**

*WTMD, Telemundo, Orlando*      *9/8/2016*

I, *Ana M. CARBONELL*

being/on behalf of: *Marco Rubio for Senate 2016*, a legally

qualified candidate of the *Republican* political

party for the office of: *United States Senate*

in the *State of Florida*

election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>30"</i>					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Maria Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/7/2016  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, MARCO RUBIO for Senate 2016  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

*Ann M. Carbone*

signature of candidate or authorized committee

on behalf of  
candidate

Ann M. CARBONE  
printed name

9/6/2016  
date



# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:***Telemundo WRMD, TAMPA, FL**9/8/2016*1. *Ana M. CARBONELL*being/on behalf of: *Marco Rubio for Senate 2016* a legallyqualified candidate of the *Republican* politicalparty for the office of: *United States Senate*in the *State of Florida*election to be held on: *November 8<sup>th</sup>, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>30"</i>					

**Total Charges:**